

ANALYSIS OF PARTNERSHIP BETWEEN PT MULIA RAYA WITH AMBON BANANA FARMERS IN PADANG CERMIN SUBDISTRICT PESAWARAN DISTRICT

by

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Abstract

Banana production centers in the Province of Lampung is Pesawaran District with a total production of 538 416 tonnes. Many types of bananas are grown by farmers in the District Pesawaran is kind of ambon bananas. To support the success of the ambon banana farm in the district needed Pesawaran partnership system. PT Mulia Raya is a company that operates as a distributor of ambon bananas in Pesawaran District. This study aims to: 1) review the implementation of the partnership between PT Mulia Raya with banana growers in Padang Cermin Subdistrict Pesawaran District, 2) determine the factors that influence the decision of ambon banana growers do a partnership with PT Mulia Raya in Padang Cermin Subdistrict Pesawaran District, and 3) compare the banana growers farm income partner with banana farmers who are not partnered in Padang Cermin Subdistrict Pesawaran District.

This research was conducted in Padang Cermin Subdistrict Pesawaran District. The respondents of this study is the ambon banana growers in the district of Padang Cermin consists of 45 partners and 49 farmers non-partner. Analysis methods used in this research are kualitatif descriptive (study of partnership), descriptive quantitative (analysis of banana farm income), and verifikative descriptive method (logit model analysis and the income of different test).

The results of the study: 1) the system partnerships undertaken by banana growers in partnership with PT Mulia Raya is a trading partnership system. During the farmers in partnership with PT Mulia Raya, there is no written agreement binding, but the partnership continued, 2) factors that influence the decision of banana growers do a partnership with PT. Mulia Raya are the level of education and the selling price, and 3) there are differences in the level of farm income of farmers banana farmer partners with non-partner. Where the level of farm income banana farmers more partners than non-partner farmers.

Keywords: Partnership, farmer decisions, bananas, farm income